

from

MONTREAL

Along the St. Lawrence coast line.... to the Atlantic and return

$110. PER PERSON

11 days
1400 miles

PROVINCIAL TRANSPORT

PHILLIPS SQUARE... MONTREAL



CARTIER TAKING POSSESSION OF NEW FRANCE - GASPE, 1534

The Centenary Year

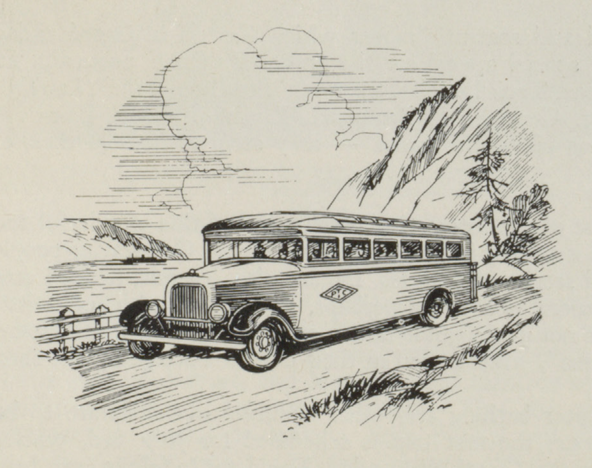
The Gaspé Peninsula offers an added attraction this year as the scene of the celebration of Canada's four-hundreth anniversary. In 1534 Jacques Cartier planted a cross at a point near the tip of the Gaspé Peninsula, taking possession of the land in the name of the King of France. It is therefore at Gaspé, now in the Province of Quebec, that these ceremonies, commemorating the fourth centenary of the discovery of Canada, will be held. England, France, and the United States are to join in the festivities, sending important delegations to Gaspé under distinguished leadership. Details of the official programme are not yet fully known, but there is no doubt that the entire proceedings will be in keeping with the importance of the occasion, and furnish an inspiring spectacle. The Tercentenary of the City of Quebec, celebrated in 1908, was one of the most spectacular demonstrations ever held; it drew visitors from all over the world, and His Majesty, then Prince of Wales, graced the occasion with his presence. It is expected that the festivities at Gaspé will strike the same impressive note.

Printed in Canada

PEACEFUL, dreaming Gaspé — living in its sunny past — has been invaded at last by a superb motor highway, the Perron Boulevard, and the ideal way to visit this gorgeous peninsula is to take a motor-coach holiday in the summertime — when the countryside is at its best.

Those who have never experienced the thrill of a northern summer find it hard to picture what is meant by sparkling, warm days. They are accustomed to warmth and humidity. But in Gaspé the summer is short and vivid, with clear, sunny days and cool nights — as though Nature in lavish mood had set out to make amends for the long spell of cold weather which she imposes on this huge finger of land reaching out into the Gulf of the St. Lawrence. So the wise tourist takes advantage of this beneficence and leaves the other months of the year to those hardy settlers, descendants of early French traders and fishermen, of adventurous Channel Islanders and exiled Acadians, who love their native heath in every weather.

It is difficult to describe the wonders of this land of romance, legend and superstition. It must be seen to be appreciated. The traveller will thrill to the panorama of mountain and sea, the miles of jagged cliffs and sea-battered coast, the gentle valleys and long stretches of luxurious forests of balsam and pine. This rugged peninsula, whose history has been of such significance in the early development of Canada, has a wide appeal, both by reason of its quaint, unspoiled rural charm, and its great natural beauty.





Gaspé

Gaspé has aptly been compared with Ireland, and indeed the battered coast of Antrim, the wilds of Connaught and the forests of Leinster bear a strong resemblance to this green northern paradise. What Ireland must have been centuries ago, Gaspé is today. But there hangs over this vast peninsula none of that tinge of sadness which is the older land's melancholy heritage. Here hopes are bright and happiness reigns undisturbed by the doings of the outside world.

Scenery which might form too forbidding an aspect is softened by green fields and quaint little habitant homes. Zig-zag cedar rail fences straggle away towards the end of cultivation, separating squares and oblongs of many shades — rich green of pasture land, pale green of new oats, gorgeous yellow of mustard and purple of vetch — giving the appearance of some vast patch-work quilt thrown lightly across the bosom of the hills.

On the waterside lie the fishing villages, with their fleets of sturdy smacks riding at anchor, or beating out to sea, or running for home before a following breeze. The keen tang of salt water blows in to mingle with the scent of pine and balsam from the eternal hills, making the air as stimulating as champagne — without the after effects.

It is interesting to note that one of the largest American Universities recently sent an expedition to explore the inner reaches of the Gaspé Peninsula and to make a study of the bird, animal and plant life of this little known territory. And it certainly is an exhilarating experience to travel through a land but recently opened up to the tourist, where one is met with that spontaneous hospitality which, unfortunately, tends to become all too rare with the sterner inroads of civilization.

The musical and romantic names which abound in Gaspé and en route through Quebec will have special appeal for the traveller who is poetically inclined. Take St. Simon and St. Fabien, Trois-Pistoles, the river "Bouabouscache", Lac Delisle, Notre-Dame-du-Sacré-Cœur, St. Germain de Rimouski, Rivière-du-Loup, Baie-des-Sables and many more such charming old-world names — they seem to hold in themselves much of the lure of Gaspé.

Not the least of the interesting possibilities of this wonderful tour is the study of the folk-lore which is so deep in the hearts of the simple, God-fearing people of the Peninsula. Here you will find stories of miracles, Indian tales, legends, handed down from father to son these many generations. And perhaps, if you seek with sufficient will, you may be told a story that is not in the guide books, straight from the lips of some quaint fisherman or his "bonne femme", while seated in their humble cottage by the shore.

Since salt-water bathing and other summer diversions are to be included in the itinerary of each tour, the first trip is scheduled for July 3rd, when warm, beautiful weather prevails on the Gaspé Peninsula. The dates to follow are: July 17th, 24th, 31st; August 7th, 14th, 21st, 28th.



ON THE PERRON BOULEVARD

This eleven-day tour — covering 1400 miles of gorgeous highway — takes you through the very territory first discovered by Jacques-Cartier when he landed at Gaspé in July of 1534, exactly 400 years ago. The commemoration of this memorable event has been set for the latter part of August, and it is expected that the celebrations will be carried out in picturesque and colourful fashion. This occasion will assume international importance, as several delegations, both French and English, have been invited to join the official representatives of the Province of Quebec and the Federal Government.



Scattered rocks on the shore at Bic.

Provincial Transport headquarters, on Phillips Square, Montreal, is the rendezvous where the travellers assemble, and get acquainted with the operator and tour conductor who are to guide them, look after their baggage and generally supervise their comfort for the next eleven days. By a system of changing seats twice daily in rotation, passengers each take their turn on either side of the coach, thus obtaining a varied view of landscape or seascape.

Restful is the word which best describes the Gaspé Tour, for motorcoaching in itself is a restful form of recreation. There are no worries of the highway, and your view may linger at will on expanse of water and rugged mountain, or, again, in the peaceful Matapedia Valley, you may observe at leisure the picturesque life of the habitants along the roadside.

The motorcoach equipment assigned to these tours is the very latest in design and construction, and many special features, such as individual pillow service and foot-rests, ensure the comfort of the passenger. The coach also carries up-to-date radio equipment, and while it is not the intention to have this unit in use during day travel, it is felt that passengers may wish, on occasion, to keep in touch with the outside world through this medium.





Aerial view of Ste Anne des Monts.
(Compagnie Aérienne Franco-Canadienne).

There is a feeling of peace and plenty on the Gaspé Peninsula, and a leisurely way of living that takes no notice of world-wide conditions. Surely here in this lovely, primitive land you, too, will forget business cares and give yourself over to the pure enjoyment of nature. And you will carry home with you in memory and in rolls of film the story of the happiest holiday of your life.

FIRST DAY

We leave Montreal at 9.00 a.m. (D.S.T.) and follow the north bank of the St. Lawrence River through a lovely rural district dotted with French-Canadian farmhouses. To the right is the river, with here and there a tramp steamer, or an ocean liner majestically cruising to the port of Montreal. Before we realize it, we have arrived at the Hotel St. Louis in the City of Three Rivers, where we stop for lunch. As we leave Three Rivers we catch a glimpse of some of the great pulp and paper mills for which this city is noted. A few miles further on we pass the famous Shrine of Cap de la Madeleine. Travelling through French villages and interesting rural districts with their wayside shrines, we arrive at Quebec City at 4.30 p.m. We drive through the modern section of this ancient city, situated on the second greatest natural fortress in the world (surpassed only by Gibraltar) to the far-famed Chateau Frontenac, where we stop for dinner and spend our first night.



SECOND DAY

Quebec City, founded in the year 1608 by Samuel de Champlain, has preserved its old French characteristics, and remains a veritable museum for lovers of antiquity. It is with keen interest, therefore, that we assemble at 10.00 a.m. after breakfast at the Chateau Frontenac, to make a comprehensive Gray Line sightseeing tour of this city. The narrow, winding streets, the fortifications, the historical landmarks, and the many monuments erected to the memory of great men, who, as discoverers, missionaries, warriors or statesmen, played an important role in its early history, are some of the interesting sights included in this tour. After a delightful two-hour trip, during which we seem to live in the past, we return to our starting point. The time remaining before lunch affords an opportunity for a stroll on the famous Terrace, which extends from the Chateau to the Citadel.

At 2.00 p.m. we board our motorcoach and soon find ourselves in Lower Town, the old section of Quebec. From here we cross the St. Lawrence River to the City of Levis, and spend a pleasant afternoon travelling down the south shore. After passing the Island of Orleans the river commences to widen, and on the opposite shore, we see in the distance the Laurentian Mountains in hazy relief. This portion of the country is full of historical interest, many of the homes and villages dating back some 200 years. We travel along a wide highway close to the water's edge, through a district popular for its bathing beaches and summer resorts, arriving about 6.45 p.m. at the City of Rivière du Loup (named after an extinct Indian tribe). Here we have dinner and spend the night at Le Manoir.

THIRD DAY

As we do not leave Rivière du Loup until 10.00 a.m., there is ample time for a stroll around this industrial town. An added attraction to visitors is a splendid beach with excellent bathing facilities, a short distance from the Hotel. During the morning as we travel we observe signs of a primitive civilization; old-time clay-covered bake-ovens beside the farmhouses, and oddly shaped wind-mills here and there. We lunch at Rimouski and continue our journey via Metis Beach, a watering-place which attracts thousands of visitors each year, and arrive at Matane in the early afternoon. Here we make the Belle Plage Hotel our headquarters for the night. This hotel is ideally situated on the water's edge, and we have time before dinner for a swim in the salt water of the St. Lawrence.

FOURTH DAY

At 8.30 a.m. we leave Matane and its delightful hotel, and enter the country that is generally known as Gaspé proper. We now traverse the mountainous district that skirts the greater part of the north shore-line of the Peninsula. The entire country-side breathes an atmosphere of antiquity, sufficiently tempered, however, by modern civilization to ensure combined comfort and pleasure. Through the hills our highway winds, the landscape becoming even more picturesque as we advance. On our left the river has developed into a sea, and the shores take on a rugged aspect. Our morning trip comes to an end when we reach Rivière Madeleine, where we stop for lunch.



A STREET IN THE VILLAGE OF GASPE

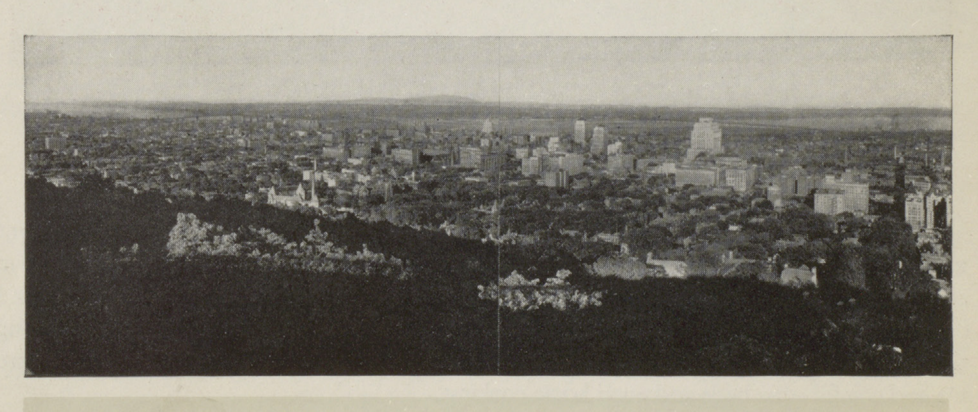
In the afternoon we climb some formidable mountains which afford magnificent views. Mile after mile we travel over this splendid highway, now on heights, now down along the shore. At one time we reach a height of 2,600 feet above sea level as we proceed over the Shickshock Mountains, and descend by easy stages over miles of road built along the seawall. All too soon we arrive at Fox River and drive up to the Caribou Inn, where we find comfortable beds and good home cooking.

Indicates Overnight Stops
Indicates Luncheon Stops

Leave MONTREAL 9 A.M. LUNCH at THREE RIVERS

Lunch at NICOLET

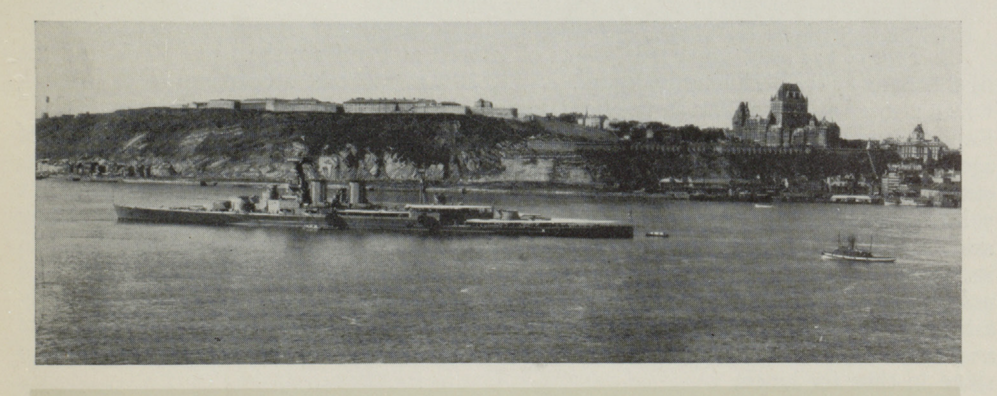
MAP OF GASPE SHOWING



Panorama of Montreal

ST. LAWRENCE RIVER
GASPÉ
MATANE
MATAPÉDIA
BONAVENTURE
NEW BRUNSWICK
BAIE DES CHALEURS
GULF OF ST. LAWRENCE
RIVIÈRE À CLAUDE
CAP-AU-RENARD
MONT-LOUIS
GRANDE VALLÉE
CLORIDORME
RIV.-AUX-RENARDS
L'ANSE-AU-GRIFFON
CAP-DES-ROSIERS
GASPÉ
DOUGLASTOWN
PERCÉ
ANSE-DU-CAP
NEWPORT
ANSE-AU-GASCON
PORT DANIEL
NEW CARLISLE
BONAVENTURE
NEW RICHMOND
CARLETON
NOUVELLE
ESCUMINAC
MATAPÉDIA
DALHOUSIE
STE. ANNE-DES-MONTS
CAP-CHAT
CAPUCINS
MÉCHINS
ST. FÉLICITÉ
ST. JÉRÔME DE MATANE
MÉTIS
S. H. MAW

G ROUTE OF THE TOUR



Chateau Frontenac and H.M.S. "Hood" - Quebec City



FIFTH DAY

Fox River is a fishing village snugly situated in a cove, the buildings of which rise like an amphitheatre from the sea level to the slopes of the hills. As in many other coastal villages, codfishing is the principal occupation of the inhabitants, many of whom are descendants of settlers who came from Normandy and Brittany. We continue on our journey at 10.00 a.m. with Gaspé as our destination for lunch. Following a valley through the Appalachian Mountains we again descend to the water level and along the highway into Gaspé. Nature has provided Gaspé with a magnificent natural harbour, and the town itself, situated at the confluence of the York and Dartmouth Rivers, and built upon the side of a hill, presents a charming picture. We arrive at Bakers Hotel in time for lunch, and as we do not leave until three o'clock in the afternoon, there is ample time to visit the points of interest. It was here that Jacques Cartier, discoverer of Canada in 1534, erected a large wooden cross and took possession of the land in the name of the King of France. Here also in later days, General Wolfe stopped for a month on his way to lay siege to the City of Quebec. The Port of Gaspé, with its placid waters, is one of the few harbours where one may still see windjammers of the three or four masted-type which ply the seas between this country and the Old World. Gaspé also has a very large salmon hatchery within walking distance of the town.

We assemble at the Hotel and set off at 3 o'clock on a 52 mile run to Percé. We approach some of the finest scenery on the Gaspé coast as we follow along the shores of the Gulf of St. Lawrence. Looming in the distance rise the summits of the mountains which hide from view the splendours of Percé, and as we circumvent these mountains, we find ourselves gazing upon one of the most delightful beauty spots on this continent. In the distance stands a huge mass of rock severed from the mainland, known as Roche Percée (Pierced Rock), one of the world's wonders, farther out, picturesque Bonaventure Island, and nearer in the foreground, the cliffs of Percé. We pass through the village and stop at Percé Rock House, a home-like hotel, where we are to make our longest stay on the trip, two nights and a full day—a welcome stop at a charming resort.

SIXTH DAY

Two of the most important points of interest at Percé are the Percé Rock, and the Bird Sanctuary on Bonaventure Island. At 10.30 a.m. we take a boat trip to this island, which also affords an opportunity of obtaining a good view of the famous "Pierced Rock." Reported to be of volcanic origin this large slice of headland has, through the course of ages, drifted several hundred feet out to sea, and the constant beating of the waves has cut a curious arch through the rock. Its walls are bathed in tints of purple-red, bright yellow, and gray-blue, these different hues varying in bright sunshine, under cloudy skies, or when a mist hangs over the sea, and it is this brilliancy of colour, even more than its unusual size and shape that attracts attention. Bonaventure Island lies about three miles off shore, and has the appearance of a gigantic petrified whale. The island is primarily a bird sanctuary, and along its ledges and cliffs hundreds of thousands of gulls, gannets and other sea fowl make their home. We completely encircle the Island and return to shore in time for lunch.



THE QUAY AT GASPÉ

The afternoon may be spent salt water bathing, as Percé has a very fine sandy beach, or for those who prefer walking, a remarkable view of the entire countryside may be had from the top of Mont Ste. Anne, said to have been the gathering place of the Indian sun-worshippers. Other interesting trips may be made either to that unique creation of nature known as the "Grande Crevasse", which is 200 feet deep and separates Mont Ste. Anne from Mont Blanc, or to the valley known as the "Grotte," with its beautiful tumbling stream. Few places enjoy the diversified scenery for which Percé is famous.





Mont Louis, in the shadow of a mountain.

SEVENTH DAY

At 9.30 a.m. we leave Percé for Carleton, and for the first time travel west, traversing an altogether different type of country. We journey over an excellent wide highway along the water's edge through a more modern portion of the Peninsula, where the land has received more cultivation and the scenery is of a softer and less rugged nature. We soon leave the Atlantic Ocean behind and skirt the waters of the Baie des Chaleurs, commonly called the Canadian Mediterranean. Lobster trapping is an important industry in this district, and dotted here and there are many canneries. After an interesting trip we arrive at New Carlisle, and lunch at the Carlisle Hotel. Leaving this charming spot at 2.30 p.m. we travel to Carleton, passing through St. Bonaventure, one of the oldest municipalities on the Peninsula. The rivers of this district, most of which are under private lease, are far-famed for their Gaspé salmon. Along this section the scenery is fascinating. On the left lies the broad expanse of the Bay, and on the right the peaks of a range of mountains are silhouetted against the sky. We soon pass through New Richmond situated at the mouth of the Little Cascapedia and Great Cascapedia Rivers, both of which are famed for their salmon, and in a short time, arrive at Carleton, where we have dinner and stay overnight at the Sables Rouges Hotel.



Hills and glens near Madeleine.

EIGHTH DAY

Carleton is a favorite summer resort nestling almost at the water's edge between the mountains and the sea, and here we make another all-day stop. There is a splendid red sand beach, where, as this is our last opportunity to enjoy the salt water bathing, a delightful morning may be spent. After lunch we take a trip in a motor fishing boat far out into the Baie des Chaleurs, and if we are lucky, we may catch some fish. After the evening meal we set out at 7.00 p.m. on a brief journey to our destination for the night, which is Matapedia, situated at the mouth of the Matapedia River. As we proceed in a westerly direction, a magnificent view of the sunset may invariably be enjoyed, and this particular run has been referred to by many of our passengers as the "Sunset Drive". As we complete this portion of the trip we leave the Baie des Chaleurs behind, and for the time being say good-bye to ocean scenes.



The sheltered waters of Grande Vallée.

NINTH DAY

In order to enjoy the exquisite beauty of the Matapédia Valley by daylight, we make an early start at 9.00 a.m. A glance at the map will reveal that we travel across the Gaspé Peninsula from south to north, eventually returning to the St. Lawrence River. We leave the huge cliffs and wide expanse of ocean, and enter a land of peace and tranquility. Our boulevard follows the course of the river through picturesque valleys, winding streams and beautiful small lakes. This country has an early historical background, for here many battles were fought between the armies of the French and British during the struggle for supremacy in Canada. The Matapédia Valley, with its range of hills, resplendent in soft and ever-changing hues, and the seemingly endless panorama of fresh, green farmlands and meadows, is indeed a region of delight and enchantment. On we travel through this natural park of woodland loveliness, and as we swing around a bend in the road a short distance from the Village of Amqui we suddenly obtain a view of Lake Matapédia, the largest expanse of fresh water in the entire region. A short distance farther on beautifully situated in the valley, we come to the town of Mont Joli, where we stop for lunch. All too soon we leave the Matapédia Valley behind as we journey over the last portion of the Perron Boulevard, which terminates when we arrive at Ste. Flavie. The broad expanse of the St. Lawrence River again comes into view as we continue back along the highway to Rivière du Loup, where we dine and enjoy our overnight stop at Le Manoir.





Mountains and sea near Anse-à-Valleau.

TENTH DAY

On our trip back to Quebec our luncheon stop is at the Montmagny Inn, Montmagny. As we approach Levis during the afternoon ride we see on the opposite side of the river, the Montmorency Falls, which we shall visit later in the day, and presently we obtain a fine view of the City of Quebec, the Chateau Frontenac, the Citadel and Dufferin Terrace. We cross the St. Lawrence, pass through Quebec and continue on to Ste. Anne de Beaupré. Here we stay long enough to visit the world-famous shrine, the scene of impressive religious demonstrations. Miraculous cures are reported each year, and countless pilgrims from all over the world visit the Shrine, many in the hope that they will be relieved of their physical ailments. Also while at Ste. Anne de Beaupré, the Cyclorama Building deserves a visit. Here is housed the wonderful oil painting of the Holy City of Jerusalem, considered one of the world's masterpieces. En route to the Kent House, where we will stay overnight, we visit the Montmorency Falls. The Montmorency River flows into the St. Lawrence, plunging down a sheer precipice 100 feet higher than Niagara Falls. Kent House, which is ideally situated on an extensive property in the immediate vicinity of the Montmorency Falls, boasts a truly historical background, having originally been the residence of the Duke of Kent, father of the late Queen Victoria. The accommodation at this hostel is exceptionally good, and the beautiful grounds afford every opportunity for recreation.

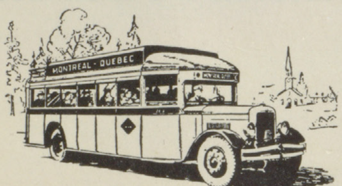


The tip of the great "finger" of Gaspé.

ELEVENTH DAY

We assemble after breakfast and set out at 9.00 a.m. on the last day's journey of our tour, with Montreal as destination. Leaving the city, we cross the famous Quebec Bridge and travel back to Montreal along the south shore of the St. Lawrence River via Nicolet, where we have lunch at the Manoir. Later, we continue on our way, passing through many quaint French villages and a countryside of beautifully kept farms, while here and there we see a silver fox ranch. At Sorel we are reminded of early Canadian history, for this city stands on the site of the old Fort Richelieu, erected in the year 1665, while the village church dates back to the year 1824. It was here that Christ Church, the second Protestant Church in Canada, was erected and dedicated in the year 1784. Leaving Sorel we cross over the Richelieu River which winds its way through the Richelieu Valley, connecting Lake Champlain with the St. Lawrence. In the early days many great battles were fought in this territory, and the names of some of the villages are to be found in the history of French-Canada. We enter Montreal over the Harbour Bridge obtaining an excellent view of the harbour and Mount Royal, and arrive at Phillips Square. Bidding adieu to our fellow-travellers, we end a never-to-be-forgotten trip.

CANADA'S PREMIER



Vacation

ALL EXPENSE

MOTOR COACH

Tour of

Scenic GASPE

11 DAYS
1400 MILES

Two persons to a room
Single occupancy $10.00 extra.

Includes transportation, all meals and rooms, sightseeing trip of Quebec and Ste. Anne de Beaupré, boat trips at Percé and Carleton, and illustrated souvenir book of Gaspé.

$110
PER PERSON

DEPARTURES

Eight convenient dates to choose from: Leaving Montreal July 3rd, 17th, 24th, 31st; August 7th, 14th, 21st, 28th.

Reservations:—Send in name and address and deposit of $15.00, balance payable two weeks prior of departure.

Single Accommodation:—Persons travelling alone must pay full amount for single room occupancy. We decline the responsibility and the embarrassment of rooming strangers together.

Cancellations:—Should passenger find it necessary to cancel tour, money cheerfully refunded provided 48 hours notice is given prior to departure. The Company reserves the right to change the days and dates of departure and /or cancel any or all of the trips without notice.

Luggage:—We suggest one suitcase or travelling bag. Only a limited wardrobe required.

Wearing Apparel:—Passengers are advised to include a light-weight coat in their baggage, as evenings are cool along the Gaspé coast.

Seating Arrangement:—In order that everyone may share alike and view the scenery from all locations, passengers change seats each half day, moving around the coach in a circle.

Stop-overs:—A limited number of stop-overs will be permitted. Passengers desiring such facilities may make the necessary arrangements either at time of booking or en route by consulting the tour conductor.

RESERVATIONS SHOULD BE MADE EARLY, DUE TO RESTRICTED ACCOMMODATIONS, ONLY A LIMITED NUMBER CAN BE TAKEN ON EACH TOUR.

Book through your own tourist agent or write direct to:

R. G. PERRY,
Passenger Traffic Manager,

PROVINCIAL TRANSPORT COMPANY

1227 Phillips Square — **MONTREAL, CANADA** — **PLateau 7141**



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MONTREAL

ROMANTIC QUEBEC

Gaspé PENINSULA

A POST CONFERENCE ALL EXPENSE TOUR

What are your vacation plans this year, following the close of the fifty-sixth Convention of the American Library Association, which is being held in Montreal June 25th to 30th?

When you have travelled as far as Montreal, why not indulge in a delightful motorcoach trip around the Gaspé Peninsula? For the sum of $110.00 you may purchase an 11-day all-expense tour which provides for all transportation, accommodation in a good hotel each night, all meals, and sightseeing trips. The tour covers 1400 miles over improved highways that will take you through a "foreign"country, a land of "laissez faire", where the pace is medieval.

Jacques Cartier discovered this country in 1534, just four hundred years ago, and this summer many celebrations and festivities at Three-Rivers, Quebec, Ste. Anne de Beaupré, Gaspé and Percé will commemorate this historical event. Only once in a lifetime - once every 100 years - will the scene be set for this colorful and romantic pageant, so why not plan now to take advantage of the opportunity and enjoy a vacation that will be "different"?

The enclosed illustrated tour folder describes fully all details pertaining to the eight tours to be operated during the months of July and August. Judging from advance bookings already received, these regular tours will be well patronized, and for that reason we are anxious to organize "special" tours to accommodate delegates attending the Convention of the American Library Association. Provided we can secure twenty advance bookings for each "special" tour, these tours, following our regular 11-day itinerary, will leave Montreal at 9.00 A.M. (D.S.T.) on June 30th, July 1st, and July 2nd.

Advance bookings may be made by forwarding a deposit of $15.00 to this Company, or you may, upon your arrival in Montreal, obtain full details from any of the following agents:

Miss Foster,
"Ask Mr. Foster Travel Service",
Mount Royal Hotel.

Mr. Foss,
Standard Travel Bureau,
Ford Hotel

Mr. Sladen,
(Located at the A.L.A. Travel Information Desk)
Windsor Hotel

Provincial Transport Company, operating "GRAY LINE" sightseeing coaches, have been appointed official transportation agents for the American Library Association Convention special movements and tours.

Delegates arriving in Montreal by automobile may store their cars free of charge at our Company's spacious garage, should they desire to travel on the Gaspé All-Expense Tour.

If you are desirous of receiving information pertaining to motorcoach transportation from any United States point to Montreal, please write,

R. G. PERRY
Passenger Traffic Manager
Provincial Transport Company